NEWBURY William Deal of Piermont, N. H. made a short call in Newbury last Friday. Some 40 odd years ago Mr. Deal of Chelsea and Walter Colby and fam was an apprentice for E. C. Stocker, a ily were at their parents' on Sunday noted harness maker of his time, and it being Walter's birthday. "Stocker's shop was a rendezvous for leisure who had more ime on their hands than business." Here in this old shop momentous quesions were settled; questions relating to the state and nation as well as those of a more trivial nature. The very atmosphere of the shop was impregnated with Methodism as Mr. Stocker was a methodical man in business as well as Heath of St. Johnsbury were in town in religious matters. Under this inflo- part of last week. William Deal's character was moulded, and no doubt this accounts, or is the reason why Piermont has such a reliable and substantial citizen. In a short interview with this boy of 40 years ago he gave us his recollec-tions of the residents of South Main street, and states there were two and his estimable wife, Aunt Matilda; the other that of Mrs. Laura Burnham. Both of these houses were destroyed by turned home last Sunday.

Tre, the Wallace home some 25 years Will Fitts of Windsor ego and the Burnham house went down his mother, Mrs. Lucia Eastman. in the great confiagration of 1913. The house now owned by Raymond Worth-en was the home of Deacon George Swasey; the next house Col. Jacob Kent and then came Ezekiel Sawyer's, week's vacation. the schoolhouse, P. W. Ladd's shop,
Mr. and Mrs. Alvah Hastings and
Stocker's hop, Stocker's residence and,
Mr. Clough of Vershire were at John next in order, Harmon Titus, Speare Hastings last Sunday. Johnson, E. B. Hibbard, Simeon Shepardson and James Smillie. Across the heat on Friday and had to be attended street, commencing at Hartwell's, was by a physician. the family of Joseph Clark, next Dr Burnham Shepard, J. F. Buxton, Marvin Kasson, Edwin Bayley, Mrs. Scott, E. K. Prouty, Mrs. Dutton, John At-Gilman Barnett, Mrs. Eliza Blair, John Hale and S. L. Eastman and around the corner, A. S. Wood, Clinton Eastman, Myra Durant, Richard Doe, Dr. E. Y. Watkins and in the house now owned by George L. Andrews lived Rev. John English. Only 40 years have elapsed, yet the titles of these homes have all changed and the owners thereof like Longfellow's arabs, "have si lently folded their tents" and faded away into the great unknown. I doubt if there is a young man or woman in the place who has reached the age of 30 years who can remember a pernamed in this list of the past. What more vivid illustration can be given of the old hymn, "I Am a Pilgrim and I Am a Stranger, I Can Tarry, I Can Tarry But a Night. Stocker's shop is now a tenement house; harness making is now almost a lost art as the automobile and aero plane have superseded the horse-drawn plane have superseded the horse-drawn goods at their home here in connection vehicle. What was fast enough for our goods at their home here in connection fathers is all too slow for us yet there with the auction of Earl R. Hastings. fathers is all too slow for us, yet there are wheels which revolve with their usual rapidity, the wheels of time. They will soon bring another 40 years and perhaps then another old-time resident may come back and will tell an interested listener who perchance may ive in one of the homes we occupy day who were the residents of South Main street when he was a boy, and if the question should be raised, where daugnter Sunday. are these men and women of olden time? The answer would be again repeated, "They, like the Arabs, have silently folded their tents and faded

Mrs. John Hale, her daughter, Mrs. Mrs. John Hale, her daughter, Mrs. this section of Orange county. All of the Baptist church.

James F. McElroy, her grandson, John the places were represented with the Mrs. Etta Fraser, who is passing a Hale McElroy, his wife and two children arrived Sunday afternoon, coming from Albany, N. Y., by automobile. Mrs. Hale, who is in her 93d year, stood the trip remarkably well. About six weeks ago Mrs. Hale had a fall while at Balston Spa, N. Y. resulting. friends and acquaintances.

away into the great unknown."

Miss Ruth Brown of Arlington, sired to reside among his old acquaint-Mass, is the guest of Mr. and Mrs. ances. ter of Mr. and Mrs. Irwin Brown, our former station agent and wife.

A Mr. Chamberlin blew into town Saturday night and landed at the Tag-gart home, where he was most cordially received; and that reminds us Miss Evelyn Taggart is at home.

Hall's pond is getting to be a fa-vorite bathing resort. Now if some of the nearby natives should erect some bath houses where a man could disrobe without being the prey to mosquitoes they would not only make good terbury were in town Sunday.

Mr. and Mrs. Charles Wheeler and tree lodged on the electric wire, breaking the same, and the town was without lights as the result all the first part of the evening. The wires were finally repaired and later in the evening the same. dividends on their investment but would be a boon to humanity.

EAST MONTPELIER

Dance and refreshments at East Montpeller Tuesday night, July 19; Carroll's orchestra -- adv.

Just Apply This Paste and the Hairs Will Vanish

(Boudoir Secreta)

The judicious use of a delatone paste insures any woman a clear, hairless ekin. To prepare the paste, mix a little of the powdered delatone with some water, then apply to the objectionable hairs for two or three minutes. When the paste is removed, and the skin Waterbury Monday.

Mr. and Mrs. George Murray Mr. and Mrs. George Murray washed, every trace of hair will have vanished. No pain attends the use of the delatone and it will not mur the and Mrs. Everett Ballou, most sensitive skin, but to insure remost sensitive skin, but to insure remost sensitive skin, but to insure remost sensitive skin, but to insure removed waitsfield, where she has been sick the measles.

CORINTH

E. F. Colby has a new Ford car. Mr. and Mrs. Harold Colby and baby

C. L. Speare has purchased the Truplace at West Corinth. Mr. and Mrs. Lee Clough are to reside there.

Mr. Barr and family, consisting of his wife and four children, have moved to West Corinth with his brother, Archie, on the Putnam Avery place. Lewis True and the family of L. D.

Nelson Ladd went to Conway Center, N. H., with his uncle, Earl R. Hastings. F. E. Bixby of Chelsea bought a

truck load of hogs and several cows last week in this vicinity. Mrs. Belle Morse has returned home

from her visit at Montpelier. houses on the lot now occupied by he Henry Huntington and son, Dana, residence of E. B. Greer. These were and wife attended Mrs. George Hunt-Henry Huntington and son, Dana. homes of Captain James Wallace ington's funeral at Washington Sunday, July 3. He remained for the week with his cousin, George, and re-

Will Fitts of Windsor is visiting Ann Hodge spent last Tuesday with her sister-in-law at Bradford.

Bert Keith of Boston is with brother-in-law, Joseph Lord, for

Earl hastings had an auction on Sat urday. He has bought a store at Comway Center, N. H., including two tenements and a hall. He went there on od, the parsonage, Rev. Z. S. Haynes, Monday. His wife and Lola are to join him as soon as their tenement is vacated. Their relatives and heighbors gave them a reception on Thursday evening. Cake and ice cream were served. There was a nice program ren-dered by the little folks Merlin Tuller sang a solo, accompanied by his mother on the organ and gave a long recitation, "My First Trout." Lackey and Phyllis' Morse both had recitations. There was instrumental music by Sadie Hastings and singing

by the large audience. The graphophon was played a good part of the eveand presented by Glenn Sadler, Mr. Hastings responding. Mr. and Mrs. Ray Dunham of St.

Johnsbury spent last week with her mother, Mrs. James Woodcock. Mr. and Mrs. B. B. Seribner of St. Johnsbury were in town part of last week to superintend the sale of their Mrs. G. L. Parker's niece, Ruby Hart man, was called to Claremont, N. H., last week by the illness of her step-

mother, Mrs. Aldrich. Lee Clough began to drive the stage which makes a comfortable outfit. Allen Ladd of Bradford was at his

exception of Vershire. Rev. P. T. Frost few days in town, the guest of friends,

har much pleasure to meet her old-time | land and at Winchendon, Mass. He said he applied for this position as he de-

erbury were in town Sunday.

Mr. and Mrs. O. S. Sawyer, Mr. and

Mrs. Frank Bird and family of Mont-

pelier all were visitors at the home

of Mr. and Mrs. Carl Nelson Sunday.

Mr. and Mrs. E. H. Jones of Waits-field were at the Bisbee and Jones

camp over Sunday. Mr. and Mrs. O. W. Wrisley returned

town Tuesday.

while at Balston Spa, N. Y., resulting David B. Locke, a native of Corinth in a broken shoulder. From this in and now a resident. His summer home meeting at the Masonic hall on Tuesjury she is recovering and it will give was here during his residence at Rut day night, when they had about a field. NORTH FAYSTON

A few from here went to Waitsfield gate this week, going on Saturday. Friday to atttend the Nellie Gill play. Charles Beedle of Keene, N. H., has Mrs. Fred Riley and daughter, who had been visiting her uncle, C. E. been in town this week, the guest of

Wheeler, the past week, returned to her home in Northfield Sunday. street on Tuesday a branch of the Mr. and Mrs. Charles Wheeler and tree lodged on the electric wire, breakout lights as the result all the first part of the evening. The wires were finally repaired and later in the evening the lights came on but too late for the chautauous entertainment in the tent, and the assembled company was obliged to go to the Music hall for the evening's entertainment.

Iris Buck, and Mrs. Nellie Smith, a Tuesday from a few days' visit with their daughter, Mrs. G. Godfrey of Morrisville.

Mr. and Mrs. Walter Corliss and son, Warren, Principal Woodard and Olie Randolph during the school vacation. Austin, all of Warren, were visitors in Miss Edith A. Abbott of New York A. L. Boyce of Waitsfield is having on the old home place.

C. J. Nalson was in Moretown Tuesday, Mr. and Mrs. Batchelder gave a trout dinner in honor of Miss Abbott, day on business.

John Hoffman and daughter, Bessie, spend the remainder of the summer Mrs. Hugh Henry, Asa Corliss, Harold and Miss Alice Henry were all in Mary Lamson of Randolph.

George Taplin and family, who have

aturday.

Myra Smith is visiting her sister, Mrs. Jennie Smith of West Topsham. Several from here attended the fu eral of B. S. Eastman of Groton last

Ruth, little daughter of Mr. and Mrs. D. J. Stevens, underwent an operation for the removal of her tonsils and ade-

Putnam Hayward, a former resident here, is stopping at R. B. Hood's for a

F. C. Smith was in Groton Saturday served. The evening was passed in playing games, etc., all enjoying a good

time, as usual.

Dr. N. R. Caldwell and family of Burlington were visitors in town last

played a good game of baseball last Saturday afternoon. Waits River was handicapped by being short two of her best players, making the scoring very uneven; 6 to 26 in favor of the home

Mr. and Mrs. A. J. Magoon have sold their home on the Moscow road, known as the G. N. Fisher place, to Leslie Macey of East Berkshire. Immediate visit here in the old Dodge house. possession will be given. Mr. and Mrs. Magoon, who have lived in Stowe many of Shelburne have joined Mr. Farn-ham at his mother's, Mrs. Abbie years, will reside in Morrisville, where

Mrs. Carrie George and daughters, Nellie and Phyllis, went Tuesday to Montpelier, where they will remain a Worcester, Mass., are visiting his sis-

Mrs. W. D. Pangle has returned from the Mary Fletcher hospital and is doing as well as can be expected after a Miss Kathryn McSweeney of Burlington is the guest of Miss Madine Sunday. They brought their son, Hugh, over to visit his aunt, Mrs Effie About 30 couples enjoyed a dance Tuesday evening given by a Hardwick

orchestra at the auditorium.

Mr. and Mrs. Sidney McLean and family of New York City are visiting two little new baby faces.

Mr. and Mrs. Macomber, Mrs. George itor in town Tuesday.

The son born to Mr. and Mrs. D. E. in Barre one day last week. McDuffee and Mrs. Mary Martin were

> see his son, O. E. Barnard. Fred Hadlock of Mansfield, Mass

is spending a few days with his niece, Rev. George Brush of Hardwick will Mrs. Perley Hood.

conduct an Episcopal service at the Mr. and Mrs. Erwin Batten, who Methodist church Sunday evening at 7:30 o'clock. Sacrament of baptism will in West Topsham, returned Sunday to their home in Hyde Park, Mass. Mr. and Mrs. E. L. Barrows and daughter, Miss Alice, and Miss Catherdaughter, Marguerite, from Barre, with the game. ine Harris motored to the White mountains Wednesday, where Misses Orsamus Dickey of California and other friends, held a picnic dinner at F. Barrows and Harris have employment Miss Catherine Murphy has returned from Burlington, where she has vis-

Tuesday for a few days' visit.

God: Choir rehearsal every Saturday ev. Smith's, returning to Brandon in the evening at the church. All who sing evening. are welcome to come out.

A wreck at South Royalton caused the trains all to be late on Wednesday, delaying the mail and passenger

traffic Mrs. Ada Carr, who has been the from West Corinth to Bradford July 1. guest of Mrs. F. H. Ketchum for a few He has a niece three-seated truck days, has returned to Ferrisburg, where she has been for the last year.

Miss Pauline Hutchinson left Tuesdaughter's, Mrs. Earl P. Hastings, on day for Northfield, Mass., to attend a meeting of the girls of the several Clarence E. Morse, school director of the town. Mrs, F. J. Hutton and Jomain a week. Miss Hutchinson will seph Lord of the incorporated district go from there to Boston to join her were in Bradford last Tuesday to as sister for a time. Miss Clarabel Sweet sist in electing a superintendent for accompanied her, the two going from

dozen guests from the lodge at Brook-The third degree was worked upon two candidates, and the occasion proved very enjoyable to all present. Refreshments were served following

Mrs. George Allen has been in Highhis brother, A. H. Beedle.

While trimming the trees on Main Mrs. N. C. Buck and daughter, Miss

Mrs. May Huse is passing several days at her mother's home in North City is visiting her sister, Mrs. A. E who is soon to leave for Manchester to quests present were Miss Anna Clark of New York City, Mary Moulton and

TOPSHAM

been at Groton pend for some time, re-turned to their home here last week. Mrs. Dan Cilley of West Topeham was a recent visiter in town.

Mrs. Leon Mason and children, who have been visiting at E. E. Powers,' returned to their home in Boltonville

noids at the Barre City hospital last. Wednesday. We hope she will soon be

The lawn party was quite well atents of ice cream and cake were

East Topsham and Waits River

J. R. McLam and Rob Hall were

WAITS RIVER

FOR 10 YEARS

No Trace Of The Disease Since Taking "Fruit-a-tives"

DOVER, NEW HAMPSHIRE. "In 1906, I began to be troubled with Eczema. My arms and legs were bandaged most of the time; and sometimes I could squeeze the pus out of my hands, they were so bad.

About 3 months' ago, I chanced to 'Sootha Salva', in which was told of a person cured of Weeping Eczema by these remedies. After using two boxes of 'Fruit-a-tives'

and one box of 'Sootha-Salva'. I am

entirely free of Eczema". Dr. E. N. OLZENDAM, D.V.M. 50c. a box, 6 for \$2.50, trial size 25c. At dealers or from FRUIT-A-TIVES Limited, OGDENSBURG, N. Y.

EAST BETHEL

There was a ball game here Satur day between the Randolph Center and the East Bethel men, but the rain Mr. and Mrs. R. S. Currier and stopped the play, so neither side won

Although it was very warm Friday a goodly number of ladies braved the H. Craig's at Camp Riverview Sun-heat and met with Mrs. Susie Jones town recently for a sociable. They enjoyed the aft hostess served dainty refreshments. Mrs. Frank Rae has had a friend,

Miss Perkins, from Lawrence, Mass., p. m. Sunday school and men's class; Mrs. John Steele is entertaining her

Mrs. George Spaulding from Spring Moses." Everybody welcome field, Mass., was in town Wednesday, to all services. Despite the fact that calling on old neighbors and friends.

was played a good part of the even harmond Island Falls, Me., Mr. Le- in prayer meeting, which is a very Mr. and Mrs. Clyde Smith and remarkable, as well as hopeful, thing daughter, Arthalene, Mrs. Smith's for a small church to experience. A mother, Mrs. Stimpson, and daughter,

> Ransom Buck was in South Royalon Saturday evening to play at the band concert, and Tuesday evening h played for the Nellie Gill play. Robert Hyde celebrated his birth-

a very pleasant time. WASHINGTON

ington, Friday evening, July 15, 8 to 1; 75c per couple. Ladies free.—adv.

Dance and refreshments at East Montpelier Tuesday night, July 19; Carroll's orchestra -adv.

NORTH RANDOLPH

Guests during the past week at D. Camp's were Mrs. Arthur Wells and daughter of Bakersfield, Mr. and Mrs. Holden Camp and daughter of Holyoke, Mass.

Relatives to the number of 23 gathered at the home of Dix Camp Saturday evening, where a social time was enjoyed with refreshments of icream, cake and cookies.

Mrs. Florence Proctor of Princeton Mass., who is stopping with relatives in East Randolph, was an over-night guest Sunday at G. F. Dearing's. Mrs. Ed. Gilligan went Saturday to Boston. Mrs. Gilligan and Mrs Mabel Tyler visited in Barre and Montpelie the latter part of the week

Mrs. W. A. Smith spent the first read an ad. of 'Fruit-a-tives' and part of the week with her parents; 'Sootha Salva', in which was told of Mr. and Mrs. Charles Rogers, in Tunbridge.

Miss Nettie Ashlinc of Randolph was Sunday visitor in town. Doris and Ernest Dickinson had ton ils and adenoids removed at the clin ic held in East Randolph Wednesday of last week. Marjorie Thayer had her tonsils removed.

Mrs. Dan Gifford entertained a day last week her mother, Mrs. Luce, and a sister from Royalton, also a brother Orrin Luce, and family.

Mrs. W. N. Carpenter entertained sister with her daughter and a friend from Massachusetts last week.

HANCOCK

Mr. and Mrs. George Farr were in Boston last week. Thomas Carnes and daughter, Mrs. Fred Sprague, of Scroon Lake were it

Mr. and Mrs. Llewellyn Perry spen The the Fourth in White River Junction and South Royalton.

Mr. and Mrs. Amos Maxham and daughter, Ruth, of Bristol were weekend guests at Thad Maxham's. Mrs. Ross Goodyear and daughter, Ruth, and son, Timmie, are visiting

relatives in Northboro, Mass. Lawrence Blair has begun his duties as mail carrier from Granville to Rochester.

Elmer Eaton is working for George Newton in having. All report a light crop of hay.

Women Made Young

Bright eyes, a clear skin and a body full of youth and health may be yours if you will keep your system in order by regularly taking

GOLD MEDAL

The world's standard remedy for kidney, liver, bladder and uric acid troubles, the enemies of life and looks. In use since 1696. All druggists, three sizes. Look for the name Gold Medal on every box and accept no imitation

Winter use that makes canning so easy and pleasant that every woman

The new method is called "Lorain" Oven Canning, because it is done

in the oven of a gas range equipped with the "Lorain" Oven Heat Regulator. The "Lorain" is essential because only with this heat regulator

is it possible to insure exact, sustained oven temperatures over a long

To can fruit, berries, vegetables the "Lor-in" way you clean and wash the material, blanch (scald) by dropping in boiling water according to instructions, then plunge in cold water. You then pack in glass

iars, put on caps loosely, and place jars in oven. Set the "Lorain" wheel at 250 degrees and leave for one to three hours as indicated by

That's all. And the results are fruit, vegetables and berries that taste

Reliable ANGLIRON Gas Ranges

will want to stock her preserve closet with good things to eat.

Try Canning This New Way

Many women would

like to put up fruits, vegetables and ber-

ries, but dread the hard work and the

hanging for hours

during the hot Sum-mer weather. Here is

a new and better way

are equipped with the "Lorain." Let us demonstrate this wonderful range and the "Lorain." Let us tell you all about how this device makes the kitchen tasks easy and simple. How you can cook a whole meal at one time in the "Lorain" Oven without watching it. Ask about the new way of putting up fruit and vegetables. Get the book we have for you on "LORAIN" OVEN CANNING.

One easy turn of the "Lorain" wheel gives you your choice of it measured and controlled oven tempera-

the chart. Then remove jars and seal tight.

as though they had just been picked.



Barre Gas Company Gordon Block, Barre

All This Week

Let's Go!

Let's Go!

ONE WEEK OF FUN AND PLEASURE

BIGGER, BETTER THAN EVER

10-Big Shows-10-Each surpassing the other in size and splendor. Brilliant, stupendous oil painted fronts with hundreds of large electric lights making the midway a close rival of old Sol for Brilliancy.

\$10,000 Carousel for the kiddies finished in a maze of colors

The largest Ferris Wheel ever carried by a traveling show, and last, the mammoth Whip-same as used in Coney Island. A thrilling pleasure for the grown-ups as well as the kiddies.

Afternoons and Evenings All This Week

Langdon Field, Montpelier, Vt.

WHERE EVERYBODY GOES

The New Park

Presents for To-day

DOROTHY PHILLIPS

Another big special Universal Lewell production, fully as good as "Outside the Law". Also

"LET ME EXPLAIN" - Comedy

TO-MORROW

PATHE

REVIEW

IN THE WM. FOX FEATURE

KNOW YOUR MEN

The queen of the screen in a drama of emotional

power. Also

"NYMPHS and NUISANCES" -and-

INTERNATIONAL NEWS

Showing the latest happenings in pictures that you have just read about in the papers.

Same Place, Same Time, Same Price



HOLMAN DAY STORY The Rider of the King

> Don't Miss This One FRIDAY

"Unseen Forces"

A Sidney Franklin Production COMFORTABLE COOL



STOWE

they bought a home.

recent operation.

friends in town.

be administered.

ited friends.

Wednesday.

O. E. Luce of Burlington was a vis

Smith at Bethel July 4th has been

named Dwight Frank.

Mrs. C. A. Simmons and aunt, Mrs.

Anna Kimball, of Simsbury, Conn.,

visited Mr. and Mrs. N. H. Kaiser

have returned from Greensboro, where

and Mr. and Mrs. Charles Miller.

at Hotel Lookoff for the summer.

Mrs. Edward Towne of Waterbury

The grange will give a dance at the

auditorium Friday night.

Albert Raymond and Miss Ruby

Shaw were visitors in Waterbury on

Recent visitors in Stowe include

go, Abraham Lincoln of Buffalo, N., Miss Matilda Jones of Barre, Mrs.

Lucy Haing and Emily Rice of Chi-

Baron of New York City, Charles E. Shattuck of Wellesley, Mass., F. W. Gilmore of Pawtucket, R. I.

Alice B. Clancey of Northfield was a

business visitor in town on Wednes-

RANDOPLH

Raymond Emerson and Miss

was a visitor in Stowe Wednesday.

Mr. and Mrs. George Dodge and baby son, Paul Robert, of Washington, D. C., are making their annual Mrs. Elwin Farnham and son, Earl

Mr. and Mrs. Clayton Emery of ter, Mrs. Mary Martin, and brother,

Mrs. Hattie Riley and daughter, Gertrude Wood, of Graniteville, who have been visiting her sister, Mrs. E. . Locke, have returned to their home. Mr. and Mrs. E. R Davis were here

There was a good attendance

Rev. and Mrs. O. L. Barnard, who have been visiting relatives in Waterbury, have gone to Norway, Me., to

day.

Mrs. Wilfred Bourdelais went with ernoon and did some sewing. her husband by auto to Lynn, Mass.,

Methodist Episcopal Church-H. R. Campbell, pastor. Sunday worship at with her for a week. at close of service. Prayer and praise mother and a sister, Mrs. Wright, and service Thursday at 7:30 p. m. Topic, daughter from Bennington. Men Who Walked and Talked with the weather last Thursday evening was Mr. Spaulding visited his brothers, Ruextremely hot, there were twenty four pert and Romanso. most enjoyable, as well as profitable, Dorothy, and Mr. Bush, all of Branevening was spent by all present don, were visitors Sunday at M. G.



Magic! Drop a little "Freezone" or an aching corn, instantly that corn stops hurting, then shortly you lift it



to remove every hard corn, soft corn,

Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient

day July 8 with a party of young friends. They played games and had

or corn between the toes, and calluses.

Social dance at school hall. Wash-MARSHFIELD

The Universal

Daily Habit! EVERY man, woman or child in this city who can read, reads some daily newspaper every day.

It is as much a habit with them as eating, or talking, or walking. The newspaper is their point of contact

with the outside world and with each other.

In every other city of any size, other newspapers are printed and other people read them in the same intensive way. In the great stretches of rural communities the newspapers from the cities radiate out through the

mail boxes. North America is literally bound together and welded into a continent with com-mon knowledge and common impulses-by its 30,-000,000 daily newspaper circulation.

Newspaper readers have come to look on the daily advertising as part of the news. They turn to their newspaper when they want to buy, just as they turn to it for the ball score or the latest developments across the

Local merchants know this and they know they can build a larger volume of

sea.

Each good market can be reached by newspaper advertising at low cost and without wasted effort in barren localities.

business at less cost through

the newspaper than through

any other means of contact

Manufacturers and dis-

tributors of trade-marked

goods are also coming to

learn that North America is

a series of markets-each

differing from the other in

opportunities to sell goods.

with possible customers.

For this reason the newspaper has become the greatest medium for national advertising, just as it has always been the greatest medium for local advertising.

The national advertiser

can best cover this market or any market through the newspapers.

Manufacturers and distributors are invited to write for a copy of the back, "National Advertising and the Newspapera," te the Bureau of Advertising, 886 World Building, New York